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U. S. DEPARTMENT OF AGRICULTURE OFFICE OF INFORMATION

September 11, 1944

Subject: "Better Breakfasts" Information from Office of Distribution officials,
War Food Administration.

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Do you remember way back when the boys used to drive their jalopies around the corner on two wheels? We stood back and gasped and wondered if they would make it.

Tell, today some people are taking similar chances. When they go without their breakfasts they are trying to take the day on two meals. The question comes up: Can they do it with safety? People who eat twice a day put a mighty heavy load on those 2 teals. If you eat 3 meals a day you are providing a safer, better-balanced vehicle for conveying the food you need to your body.

Of course there is no hard and fast rule about eating three meals a day. It's the food you eat in the entire day, totaled up, that tells the tale of whether or not four well fed. A desk worker who eats a substantial lunch early in the day may get along very well on a light breakfast. But you are more certain to get a well-rounded diet if you eat 3 square meals a day. There's no cut and dried plan about the size of a meal but it is often sound planning to have one-fourth to one-third of the day's food at breakfast.

Turing the 24 hours of each day your longest stretch of time without food is probably between the supper hour and the breakfast hour. It would seem reasonable then that breakfast should be a substantial meal to give you the pep and enthusiasm to start the day right. People who don't eat enough for breakfast often tire easily and are less likely to do their most efficient work.

Nutritionists tell us our bodies function best if we supply them with the right and amount of foodstuffs. What you eat and how much you need depends on many



things-whether you are a man or a woman, a girl of 6 or a boy of 14--whether you must typewriter or spade a garden. According to the "yardstick of good nutrition" as set up by the National Research Council, a woman who is moderately active should have about 2500 calories a day. Calories, as you know, refer to the fuel value of food. Fuel is only part of your needs. It's necessary for work and warmth but in addition to that you need food that will also supply building and repairing material, and material for helping to keep you healthy.

Breakfast means differ with family customs and geographic location as well as economic status and personal preferences. For some Southerners it isn't breakfast without hot bread. In New England baked beans are popular in many homes. Bacon and eggs are national favorites. A satisfactory breakfast menu can be as varied as any other meal. If you take a master breakfast pattern, you can alter it in many mays to suit most any taste and appetite.

A light breakfast may consist of fruit, and either cereal or bread, and a beverage. The addition of eggs gives the meal more substance. To enlarge still more on the pattern you might have meat, such as bacon, sausage, ham or fish.

Fruit is a part of every good breakfast—for two reasons mainly. Fruits help to prevent constipation and some of the fresh fruits are outstanding for their Titemin C content. It's so important that every one get his Vitamin C each day that it's a good idea to have a big share for breakfast. Citrus fruits are richest in Titemin C. Half a glass (4 ounces) of orange or grapefruit juice—fresh or canned—sees a long way toward supplying your C need for the day. If you want to get the most vitamins and minerals from your citrus juice, don't strain it. You can even squeeze it the night before if time is precious in the morning. Store it cold and covered and you will lose very little Vitamin C. Tomatoes—either fresh or canned—ill give you your Vitamin C, but remember that it takes about twice as much toget juice as orange juice to supply the same amount of Vitamin C.



The second important piece in your breakfast pattern is a food for energy. It eight be a cereal or bread of some kind. The heartier breakfast you need, the more of these foods you will want to include. Choose the whole-grain and enriched cereals in order to get the extra B vitamins and minerals they contain. There are many verieties of breads. You might have buckwheat cakes, corn pone, blueberry muffins, refiles or some other favorite. Toast, hot biscuits, and sweet rolls are widely liked in any season of the year. Buy the enriched flour, if you make your own breads. The B₁ vitamin in enriched flour is valuable for stimulating lagging appetites and it aids the digestion.

Naturally milk is another essential piece in your master pattern for a nourishing breakfast. The children especially need milk because they need the calcium it contains. It's hard to get enough calcium without milk. Milk also supplies a valuable amount of the B vitamin called riboflavin.

Building-foods of some kind are a necessity for everyone, and should be included at one meal or another every day. They don't have to be served at breakfast, yet hearty eaters often want them, especially people who do considerable physical tork. The building foods which are often a part of breakfast menus are eggs, liver, and other lean meats or fish. Dried beans and peas, also provide high-grade proteins for body building and repair. They have minerals and other values besides.

Let Disney said in one of his cartoons, "You can't eat like a bird, and work like a horse."

Alter the master breakfast pattern to suit your own family needs. Arrange the family schedule so everyone enjoys a good nourishing breakfast, even if it has to be a quick one. Let's eliminate any nutritional accidents that might occur from taking the day on two meals.

For additional information about better breakfasts, send for your copy of Tat a good breakfast to start a good day". Write to U.S.D.A., Office of Information, Washington 25, D. C., and ask for "Eat a good breakfast to start a good day."

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